

Message Text

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PAGE 01 STOCKH 07100 301251Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P R 301210Z DEC 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9427

UNCLAS STOCKHOLM 7100

FOR: BIV/OIM:TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: FRANCHISING SHOW MARCH 1977

1. POST'S STATUS OF SUBJECT SHOW AS FOLLOWS: 3 PA'S, LINDER AB FOR ULTRA HEAT CORP, VULCAN-HART COPR, MID CONTINENT METAL PRODUCTS CO, SWEDEN FREEZER MFG CO, DRIPCUT CORP (5 COMPANIES); MCQUAY GROUP; SCANDOMAT-VENDO AB FOR MCCANNS ENGINEERING, H D SHELDON & CO INC, VENDO INTERNATIONAL, BOOTH DISPENSERS, THE PERLICK & CO INC.

2. VERBALS: NK JUNO; LEDERHAUSEN FOR TAYLOR FREEZER, FRYMASTER, SHELLEYMATIC; DIXIE CUP FOR AMERICAN CAN CO; NCR-SVENSKA AB; SOILAX AB; NELANDER AB FOR TONY TEAM CO, TOTAL 6 GOOD VERBALS.

3. ADDITIONAL TEN COMPANIES NOT YET VERBALS. BEST POSSIBLES THIS CATEGORY INCLUDE STADO AB FOR PARISE & SONS; BRITT-TECH CORP; K-E MOLLBERG AB FOR MKD CORP; SVENSKA SYSTEM & REDOVISNING AB FOR DATA TERMINAL SYSTEMS; CANTENN AB.

4. STC REQUESTS OIM PROCUREMENT STATUS OF ALL PARTICIPANTS BY NAME SOONEST BY CABLE.

5. WE RAPIDLY APPROACHING JAN 10 PROCUREMENT DEADLINE
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FOR TWO THIRDS RULE. IF WE CAN GET 8 HERE WILL OIM HAVE
9 BY JAN 10?

6. REGIONAL PROMOTION PLAN SET WITH JAN 17 DEADLINE FOR CATALOG TEXT. STC POINTS OUT EXPERIENCE OF EXTREME DELAYS IN RECEIVING EXHIBITION DATA FROM MOST ALL EXHIBITORS

FOR FIRST TWO SHOWS IN FY-77. IN VIEW OF PRACTICAL
DEADLINE IN PROMOTION PLAN, POST REQUESTS OIM
COORDINATE ALL MAILING OF ESSENTIAL EXHIBIT DOCUMENTS TO
ENSURE USE OF INTERNATIONAL AIRMAIL
SMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
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Current Classification: UNCLASSIFIED
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Draft Date: 30 DEC 1976
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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